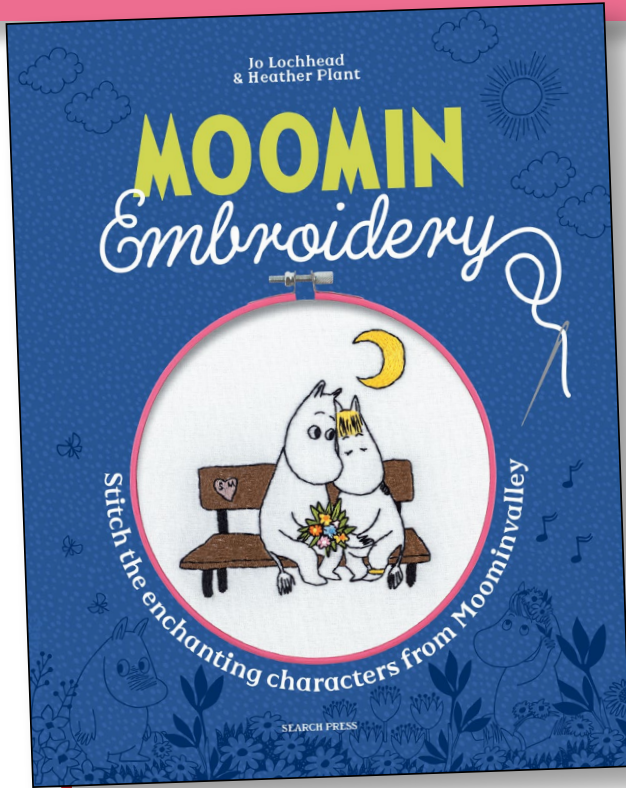




10 gorgeous projects to stitch, for beginner embroiderers and up, with complete instructions, a stitch library and full-size templates

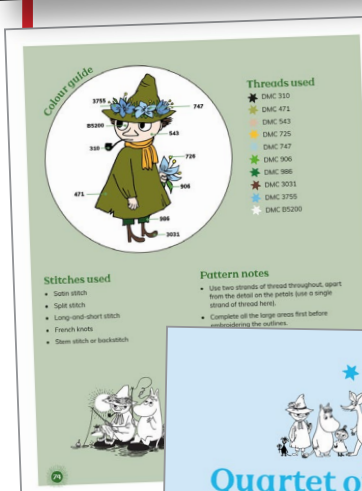


TARGET CONSUMER:

- Fans of the Moomins – over 633K worldwide
- Great for brand embroidery fans and cross stitch fans.
- Perfect for beginners from ages 15-70, cute designs for all ages
- For fans of Jo Lochhead (Crafty Kit Company), sashiko and simple embroidery



- **EMBROIDER THE MUCH-LOVED CHARACTERS FROM THE MOOMIN UNIVERSE:** From the original Moomintroll and his family to their friends (and foes!)
- **10 BEGINNER-FRIENDLY PATTERNS:** The stitches are simple and fully explained, and each project contains a color key and step-by-step instructions.
- **FULL-SIZE OUTLINES FOR EASY USE:** The outlines can be easily transferred using Jo's favorite, fuss-free methods.
- **MOOMIN IS A HUGE POPULAR, ACTIVE BRAND:** With over 800 licensees and a following of over 633K followers on Instagram; #moomins gets over 242K hits on Instagram and 40.8K hits on TikTok.
- **AUTHOR IS A PROVEN, SUCCESSFUL CRAFTER AND KIT MAKER:** Jo Lochhead's business, The Crafty Kit Company, produces award-winning craft kits stocked by both independent and national retailers around the world.
- **EMBROIDERY IS A VERY POPULAR CRAFT:** Embroidery is still proving to be popular with consumers - #embroidery has just under 190M hits on TikTok, and over 32M hits on Instagram.



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